

APPENDIX III: MDPH Cancer Control Initiatives and Publications

This Appendix was developed by the Cancer Control Program of the Bureau of Family and Community Health, Massachusetts Department of Public Health (MDPH). The MDPH is working to reduce the incidence and mortality of cancer throughout the Commonwealth. The following is a description of some of the current efforts to reduce the risk of specific cancers. For further information about specific cancers or cancer-related programs and issues, please call the Director for Cancer Prevention and Control at 617-624-5448.

BLADDER CANCER

The incidence of bladder cancer increases with age and is three times more common in men than in women. Smoking appears to double a person's risk of bladder cancer.

MDPH is currently working to reduce the incidence of bladder cancer through the following activities:

- initiating an extensive program of tobacco-control activities. For specific activities, refer to the strategies of the Massachusetts Tobacco Control Program as listed under the section for *Lung Cancer*;
- developing statistical publications, such as *Selected Cancers in Massachusetts Men 1982-1996*, which include information on bladder cancer.

BREAST CANCER

Breast cancer is the most common cancer in women in Massachusetts and throughout the United States.

In 1992, MDPH launched a breast and cervical cancer screening program for uninsured and underinsured eligible women in order to detect these diseases when they are most treatable. In addition, in 1992 the state legislature allocated moneys for a breast cancer research program. Funding for research has increased in subsequent years, and funds specifically for research related to environmental risk factors have been added.

MDPH is currently involved in numerous activities to address breast cancer in Massachusetts, including:

- providing free mammograms and clinical breast examinations for uninsured and underinsured eligible women via the Massachusetts Women's Health Network;
- conducting a statewide media campaign to increase public awareness and motivation for screening;
- developing and disseminating materials on the Massachusetts Women's Health Network, especially for low-literacy, culturally diverse, and non-English speaking women;
- training community health outreach workers on communicating risk factors and screening options with culturally and ethnically diverse populations;
- enhancing clinical and diagnostic skills of clinicians throughout Massachusetts by providing continuing education training;
- providing continuing education for mammography technologists;
- funding a breast cancer research program;
- researching possible environmental links to breast cancer;
- promoting public and professional awareness of issues related to the genetics of breast cancer;
- holding an annual breast cancer research symposium;
- working to reduce possible risk factors associated with breast cancer such as poor nutrition and lack of physical activity;
- providing a clearinghouse of publications concerning breast cancer;

- developing statistical publications, such as *Cancer in Massachusetts Women 1982-1994*, which include information on breast cancer.

CERVICAL CANCER

Cancer of the cervix uteri is highly curable when detected at an early, pre-invasive stage.

MDPH is currently involved in the following cervical cancer prevention and control activities:

- providing free Pap tests for uninsured and underinsured eligible women and teens via the Massachusetts Women's Health Network and Family Planning programs;
- conducting a statewide media campaign to increase public awareness and motivation;
- training community health outreach workers on communicating risk factors and screening options with culturally and ethnically diverse populations;
- educating medical professionals on counseling patients about cervical cancer and performing cervical cancer screenings;
- working to reduce the risk of cervical cancer associated with exposure to tobacco smoke and sexually transmitted diseases;
- providing continuing education for cytotechnologists on cervical cytology;
- developing statistical publications, such as *Cancer in Massachusetts Women 1982-1994*, which include information on cervical cancer;
- providing a clearinghouse of publications concerning cervical cancer;
- implementing prevention programs to address viral sexually transmitted diseases, such as HPV, herpes virus and HIV infection.

COLORECTAL CANCER

Colorectal cancer is the second leading cause of cancer death in Massachusetts. It may be prevented through lifestyle changes including a healthy diet, increased physical activity, and tobacco cessation. Mortality from colorectal cancer can be greatly decreased through screening and early detection.

MDPH, in partnership with the American Cancer Society, the Massachusetts Medical Society, the Dana-Farber Cancer Institute, the Harvard School of Public Health, Boston University Medical School, and other organizations and individuals, has formed the Massachusetts Colorectal Cancer Working Group to address colorectal cancer in Massachusetts.

MDPH is working to reduce the incidence of colorectal cancer through the following activities:

- co-sponsoring trainings and conferences for health care outreach workers and health care professionals;
- distributing information on colorectal cancer prevention and screening techniques to 13,000 health care professionals in the Commonwealth;
- developing statistical publications, such as *Selected Cancers in Massachusetts Men 1982-1996* and *Cancer in Massachusetts Women 1982-1994*, which include information on colorectal cancer;
- producing public information posters and brochures, including *You Can Prevent Colorectal Cancer* and *Take Control: Get Tested for Colorectal Cancer*;
- conducting survey research on Massachusetts health providers' knowledge, perceptions, and screening practices and the public's understanding of colorectal cancer screening;
- reducing the risk of colon cancer associated with poor nutrition, lack of physical activity, and tobacco use;
- conducting a statewide media campaign to increase public awareness.

LEUKEMIA

Leukemia is the most common cancer to be diagnosed in children. However, adults account for almost 90% of new cases of leukemia, despite the common belief that it is primarily a childhood disease. There are several types of acute and chronic leukemia, which are classified according to the cell type involved. Although the incidence of leukemia has not changed dramatically over the past 50 years, survival rates have increased for some forms of the disease.

MDPH's current activities around leukemia include:

- responding to citizen inquiries about leukemia;
- providing technical assistance and resources to schools on care of children with leukemia in educational settings;
- providing information on care coordination for children with leukemia for families who request it;
- providing support and networking opportunities with other families for families of children with leukemia;
- conducting environmental epidemiological investigations in several Massachusetts communities.

LUNG CANCER

Lung cancer is the leading cause of cancer death for both men and women. Despite these high incidence and mortality rates and the lack of screening tests, lung cancer is a largely preventable disease. Since 85% of lung cancers can be attributed to cigarette smoke, the most effective strategy for preventing lung cancer is through tobacco control. Several prospective studies show that a former smoker's risk of developing lung cancer can be reduced by half within five years. The risk of lung cancer from smoking may be augmented by other factors including exposure to carcinogens.

MDPH, mainly through the Massachusetts Tobacco Control Program, is working to reduce the risk of lung cancer through the following activities:

- conducting a statewide tobacco control media campaign, including paid TV spots;
- providing training and technical assistance to local boards of health in tobacco control;
- creating and supporting several statewide initiatives around tobacco control, including Smoker's Quitline and Tobacco Education Clearinghouse;
- measuring changes in adult and youth attitudes toward tobacco use;
- developing statistical publications, such as *Selected Cancers in Massachusetts Men 1982-1996* and *Cancer in Massachusetts Women 1982-1994*, which include information on lung cancer;
- conducting public awareness programs around the risk of lung cancer that is associated with exposure to radon gas;
- funding school programs to prevent youth from starting and cessation programs for those who start to smoke;
- researching possible environmental links to lung cancer.

NON-HODGKIN'S LYMPHOMA

Massachusetts' activities around non-Hodgkin's lymphoma include:

- responding to citizen inquiries about non-Hodgkin's lymphoma;
- developing statistical publications, such as *Selected Cancers in Massachusetts Men 1982-1996*, which include information on non-Hodgkin's lymphoma.

ORAL CANCER

Tobacco and excessive alcohol use are the greatest risk factors for oral cancer. However, poor nutrition, poor oral hygiene, and chronic irritation of the mouth due to ill-fitting dentures or broken teeth also play a role. Early detection of oral cancer can significantly reduce morbidity and mortality.

MDPH, in partnership with the Boston University School of Dental Medicine, Harvard School of Dental Medicine, Tufts University School of Dental Medicine, Forsythe Institute, American Cancer Society, and Massachusetts Dental Society, has formed the Oral Cancer Partnership and is currently involved in reducing the risk of oral cancer through the following activities:

- educating the public about oral cancer through outreach and distribution of educational materials;
- educating primary care providers involved with populations at high risk for oral cancer;
- promoting tobacco cessation;
- developing statistical publications, such as *Selected Cancers in Massachusetts Men 1982-1996*, which include information on oral cancer;
- reducing the risk of oral cancer from nutritional deficiencies.

OVARIAN CANCER

Ovarian cancer is the fourth most frequent cause of cancer death in women in the United States. It is curable when detected early. However, because there is no general screening method and it has no symptoms in its early stages, ovarian cancer often goes undetected.

MDPH is currently addressing ovarian cancer in the Commonwealth through the following activities:

- promoting public and professional awareness of issues related to the genetics of ovarian cancer;
- promoting public awareness of how to decrease the risk of ovarian cancer through the Massachusetts Women's Health Network, Women, Infants and Children (WIC) and Family Planning;
- developing statistical publications, such as *Cancer in Massachusetts Women 1982-1994*, which include information on ovarian cancer.

PROSTATE CANCER

Prostate cancer is the most common cancer in men in Massachusetts, with the exception of skin cancer.

The following MDPH activities are currently underway to address prostate cancer:

- increasing knowledge and awareness among men and their families about prostate cancer through a variety of community-based programs and media strategies;
- developing and distributing educational materials about prostate cancer that are culturally sensitive and available in several languages and at varying literacy levels;
- linking uninsured and underinsured men with medical care, including prostate cancer screening;
- funding prostate cancer survivor support groups across Massachusetts;
- developing statistical publications, such as *Selected Cancers in Massachusetts Men 1982-1996*, which include information on prostate cancer;
- promoting public awareness of the increased risk of prostate cancer through a statewide media campaign;
- funding a prostate cancer research program;
- holding an annual prostate cancer symposium;
- providing a clearinghouse of publications concerning prostate cancer.

SKIN CANCER (INCLUDING MELANOMA)

Skin cancer is the most common and preventable form of cancer in the United States. Almost all skin cancers are curable if detected and treated early, before they have spread to other tissues. Exposure to ultraviolet radiation, most frequently from the sun but also from tanning beds and booths, is the primary cause of skin cancer.

MDPH is currently involved in the following activities to prevent skin cancer:

- helping hospital maternity units to develop skin cancer prevention programs for mothers of newborns;
- assisting communities developing local skin cancer prevention programs;
- helping summer camps develop programs and policies to prevent skin cancer;
- training child care workers on safe sun practices;
- increasing awareness of the dangers of exposure to ultraviolet radiation by participating in a national and local television, radio and newspaper public service campaign;
- developing and distributing skin cancer prevention materials including tip cards and posters;
- developing statistical publications, such as *Selected Cancers in Massachusetts Men 1982-1996* and *Cancer in Massachusetts Women 1982-1994*, which include information on melanoma, the most deadly form of skin cancer.

TESTICULAR CANCER

Testicular cancer accounts for 1% of all cancers in males. In Massachusetts, testicular cancer is the most common cancer in men ages 20 to 44.

Massachusetts is currently working to reduce the risk of testicular cancer through the following efforts:

- including testicular cancer self-examination as part of Massachusetts' recommended school health curriculum;
- developing and distributing testicular cancer public information materials;
- developing statistical publications, such as *Selected Cancers in Massachusetts Men 1982-1996*, which include information on testicular cancer.

UTERINE CANCER

There is currently no screening test for uterine cancer. The Pap smear, which is used to detect cervical cancer, finds fewer than half of endometrial (uterine) cancers.

MDPH is currently working to address uterine cancer through the following activities:

- providing information concerning uterine cancer through the Massachusetts Women's Health Network and Family Planning programs;
- developing statistical publications, such as *Cancer in Massachusetts Women 1982-1994*, which include information on uterine cancer.

Cancer-Related Publications from the Massachusetts Department of Public Health (MDPH)

Breast and Cervical Cancer

available through Massachusetts Health Promotion Clearinghouse, telephone 1-800-952-6637, website www.maclearinghouse.com:

Bilingual Mammography Patient's "Bill of Rights" (*information card, available in English/Spanish*)

Bilingual Mammography Patient's "Bill of Rights" (*poster, available in English/Spanish*)

Massachusetts Breast Cancer Research Program (*for researchers, available in English*)

They Say The Best Things In Life Are Free (*poster, available in English*)

Women's Health Network Bilingual Information Card (*eligibility criteria and contact information for free health screening, available in English/Chinese, English/Haitian Creole, English/Khmer, English/Lao, English/Portuguese, English/Russian, English/Spanish, English/Vietnamese*)

available through MDPH Family Planning Program, telephone 617-624-6060:

Family Planning Services (*brochure, available in English*)

Colorectal Cancer

available through MDPH Cancer Control Initiative, fax 617-624-5075:

Colorectal Cancer: A Report for Health Care Professionals (*available in English*)

Colorectal Cancer Prevention (*laminated reference card, available in English*)

Don't Be Shy. Get Tested for Colorectal Cancer (*public brochure, available in English*)

Early Symptoms of Colorectal Cancer (*poster, available in English*)

Life Begins at 50. Get Tested for Colorectal Cancer (*poster, available in English*)

You Can Prevent Colorectal Cancer (*public brochure, available in Chinese, English, Khmer, Portuguese, Russian, Spanish, Vietnamese; also available as a fact sheet in Bosnian*)

Prostate Cancer

available through Massachusetts Health Promotion Clearinghouse, telephone 1-800-952-6637:

If You're A Man, You Need to Know About Prostate Cancer (*poster, available in English*)

What Every Man Should Know About Prostate Cancer (*public brochure, available in Chinese, English, Haitian Creole, Portuguese, Russian, Spanish*)

What You Learn About Prostate Cancer May Save Your Life (*poster, available in English, Spanish*)

available through MDPH Men's Health Initiative, fax 617-624-5075:

Prostate Cancer Survivor Groups in Massachusetts (*patient brochure, available in English*)

Skin Cancer

available through MDPH Cancer Control Initiative, fax 617-624-5075:

Ban the Burn (*tip card for parents and caretakers of newborns, available in English, Portuguese, Spanish*)

Ban the Burn (*tip card for parents and caretakers of preschoolers, available in English, Portuguese, Spanish*)

Ban the Burn (*tip card for the general public, available in English, Portuguese, Spanish*)

Ban the Burn Community Resource Guide (*105 pages, available in English*)

Choose Your Cover (*public brochure, available in English*)

Play it Safe in the Sun: A Guide for Parents (*public brochure, available in English*)

Start Sun Smart: A Resource Guide for Sun Protection Education in Newborn Nurseries (*37 pages, available in English*)

Sun Protection Policy and Counselor Handbook (*for camp counselors, available in English*)

Women's Cancers

available through MDPH Cancer Control Initiative, fax 617-624-5075:

An East-West Dialogue: Sharing the Power of Prevention (*conference summary, 40 pages, available in English*)

available through Massachusetts Health Promotion Clearinghouse, telephone 1-800-952-6637:

Women's Health Network Physician Packet (*available in English*)

Screening Guidelines for Well Women Over 40 Wall Chart (*for health care professionals, available in English*)

Nutrition

available through Massachusetts 5 A Day Program, MDPH, telephone 617-624-5418:

Coma 5 Frutas y Verduras Todos los Dias (*low literacy, available in Spanish*)

Eat 5 Fruits and Vegetables Every Day (*low literacy, available in English*)

available through Massachusetts Health Promotion Clearinghouse, telephone 1-800-952-6637:

Folic Acid: A Health Habit (*brochure for women of childbearing age, available in English*)

Snack Your Way to 5 A Day (*for the general public, available in English*)

Physical Activity

available through Massachusetts Health Promotion Clearinghouse, telephone 1-800-952-6637:

Massachusetts Coalition for Health, Fitness and Sports...Stepping Closer to a State of Fitness (*brochure for the general public and health care professionals, available in English*)

MassMoves Poster (*for the general public, available in English*)

Physical Activity Fact Sheets (*for the general public, available in English*)

Physical Activity Pyramid Brochure (*available in English*)

Play 30 Minutes Physical Activity Poster (*for the general public, available in English*)

Cancer Data Publications

available through the Massachusetts Cancer Registry, telephone 617-624-5645:

Cancer Incidence and Mortality in Massachusetts 1994-1998

Cancer in Massachusetts Women 1982-1994

Selected Cancers in Massachusetts Men 1982-1996

Massachusetts Cancer Registry Public Information Brochure (*available in English, Portuguese, Spanish*)